Toshiba’s New Global Brand Identity to Promote Growth and Development





–Introduces “Essence of Toshiba,” a statement of values and guiding principles–

TOKYO– Toshiba Corporation (TOKYO: 6502) has today unveiled a new global brand identity the “Essence of Toshiba,” a restatement of its abiding purpose and values. The Essence of Toshiba replaces Toshiba’s previous Group Management Vision, Brand Statement and Brand Tagline.

The Essence of Toshiba will be applied across all Toshiba Group companies and in all markets, as part of an initiative to harmonize and integrate the Group’s diverse businesses and operations around the world.

As a forward-looking and entrepreneurial Toshiba continues its business transformation, the restated corporate philosophy and new brand identity will provide a strong and consistent framework for all communication. A summation of core management values and the DNA that has shaped the company for 143 years, the Essence of Toshiba will guide Toshiba in building a sustainable future by focusing on business domains that support modern life and society, and creating value with reliable technologies.

The Essence of Toshiba was introduced in-house throughout Toshiba’s global organization on July 1. From October 1, it will be deployed in all of the Group’s activities, supported by a new visual identity. The scope of the rebranding will be revealed through a global advertising campaign, a refreshed digital and social strategy, along with a full set of branded communications materials and assets.